

Snell & Wilmer

L.L.P.

LAW OFFICES

One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
(602) 382-6000
Fax: (602) 382-6070
www.swlaw.com

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Examiner Dennis Ruhl	571-273-8300	571-272-6808

FROM: Howard I. Sobelman PHONE: 602-382-6228

RE: U.S. Serial No. 09/834,478

MESSAGE:

Reply to Office Action
Examiner: Dennis Ruhl

ORIGINAL DOCUMENT: Will not be sent NUMBER OF PAGES (Including Cover): 21

CONFIRMATION NO.: CLIENT MATTER NO.: 40655.1300

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I hereby certify that this correspondence and attached documents pursuant to 37 C.F.R. § 1.8, are being transmitted via facsimile to the United States Patent and Trademark Office at 571-273-8300 and is addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on:

Date: August 10, 2007

By: **IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

PATENT

Inventors:	Emily Chien, et al.	Docket No.	40655.1300
Serial No.:	09/834,478	Filing Date:	April 13, 2001
Group Art Unit:	3269	Examiner:	Dennis William Ruhl
Title:	A SYSTEM AND METHOD FOR USING LOYALTY POINTS	Confirmation No.:	2560

AMENDMENT AND REPLY

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Office Action mailed on May 10, 2007, of which this Reply is filed within the three month shortened statutory period for reply, please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 16 of this paper.

AXP Matter No. IP199900731
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